



Swain School of Design SEASON 1935-36



NEW BEDFORD
MASSACHUSETTS



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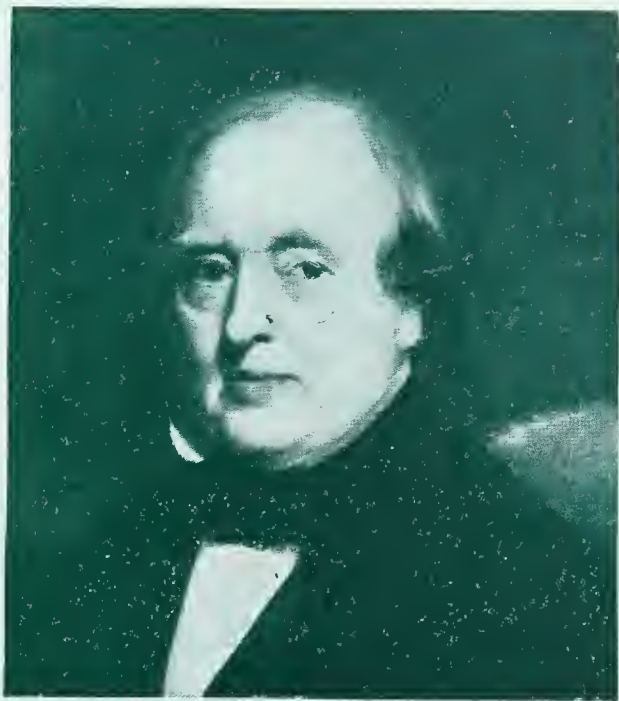
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SWAIN SCHOOL OF DESIGN

INCORPORATED 1881 — NOT FOR PROFIT

NEW BEDFORD, - - - - - MASSACHUSETTS

Season of 1935-1936



WILLIAM W. SWAIN — FOUNDER

Officers and Trustees

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ALLEN DALE CURRIER, A.A., Director	ALDA ALVES, Registrar		

Faculty

ALLEN DALE CURRIER	RAYMOND B. DOOLEY	O. CLIFFORD GUSTAFSON
THOMAS H. KNOWLES	L. ROBERT PORTHOUSE	NAT C. SMITH

Assistant Instructors

ROSA T. SILVA	FRANCIS GARDNER	ELEANOR C. WILLEY
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THE SWAIN SCHOOL OF DESIGN was founded by William W. Swain in 1881, and in accordance with his wishes as the founder of the school, the trustees make it possible for all to enjoy the benefits of the school, regardless of religious or political beliefs, whose character and condition entitle them to admittance.

A minimum registration fee is charged as a guarantee of earnest and faithful attendance, in lieu of tuition, and to assist in the defraying of a part of the general maintenance expenses.

It is the purpose of the trustees and officers of the school to make the Swain School of Design the center for the distribution of Art knowledge, both cultural and practical, throughout New Bedford and adjacent cities. The purpose of the policy in force is to provide fundamentally sound workable training to students of broad vision whose technical skill will enable them to contribute unbiased expression in the development of original creative thought. The School desires to stimulate its students to the realization of the importance of art in its application to the life of the community, and to develop progressive leaders in the several branches of art embraced in the School curriculum.

Division of the Fine Arts

The aim of the Division of the Fine Arts is threefold: to provide a sound training in the fundamentals of color, to give practical experience in the methods and processes of painting and drawing, and to offer students the opportunity to develop their own ideas in technique; the ultimate purpose of the course being to graduate students with a practical working knowledge.

Intensive study is required in the study of anatomy and the figure; drawing from the antique; perspective; still life; composition; and when the weather permits, drawing and painting from nature.

Students desiring to specialize in portraiture are given a practical training in the use of value, line and form; and the use of color in figure drawing and portrait painting. The anatomy of the body and facial expression is studied in detail in addition to the decorative interpretation of the figure.

Students entering the Department as Special Students may elect their own subject matter or have a program outlined conforming to their major interests. This program must, however, be approved by the head of the department.

Oil and Water Color Painting; Pastels; Charcoal and Etching are the mediums employed. Students may elect their preference, or include the several modes of rendering during the course. Students concentrating in the Department of Creative Art and Illustration are required to study at least one period each week, the following subjects in the Division of Fine Arts: Composition; Anatomy; Antique and Life.

The approved four year program leading to the diploma of the school is as follows:

FIRST YEAR

	<i>Hours Per Week</i>
Cast	5
Still Life	3
Life Drawing	5
Portrait	2
Anatomy	1
Design	2
Water Color	2
Perspective	2
Color	2
History of Art	1

SECOND YEAR

Antique	8
Portrait	2
Figure	5
Oils	5
Water Color	3
Perspective	2

THIRD YEAR

Life Drawing	5
Portrait	5
Oils	10
Water Color	5

FOURTH YEAR

Life	5
Portrait	5
Oils	10
Pastels	5



Commercial Art

Every indication leads educators to assume that with the re-adjustment of business and economic conditions, young men and women selecting Commercial and Fine Arts as a profession, have every reason to anticipate continued improving conditions in the several departments of drawing and painting as applied to commerce and industry. The present outlook for the Art student is most attractive, and with normal improvement in business will also come a demand for trained artists to prepare the illustrations and the copy required by magazines, newspapers, periodicals, advertising agencies, and in fact all branches of business involved in manufacture, merchandising, publicity and advertising.

In view of these facts, young men and women desirous of entering an interesting and profitable profession, will do well to prepare themselves now, that they be equipped mentally and practically to successfully compete with those already in the profession. During the process of the course, students receive actual working assignments, that they may become thoroughly familiar with the requirements of the engraver and the printer.

The aim of this course is to train students to become proficient as art directors; artists for engraving houses; visualizers for advertising agencies and general technicians for employment in the advertising division of department stores, magazines and advertising printers. All phases of creative art are considered and adequately taught. Appreciative of the vast amount of knowledge and experience expected of the commercial artist, the following four year program has been prepared and approved. Completion of the program leads to the diploma of the school.

FIRST YEAR

	<i>Hours Per Week</i>
Freehand Drawing	3
Life Drawing	5
Costumed Figure	3
Water Color	3
Design	5
Anatomy	1
Perspective	2
Color Theory	2
History of Art	1

SECOND YEAR

Perspective	2
Life Drawing	5
Costumed Figure	3
Lettering	2
Industrial Design	8
Water Color	5

THIRD YEAR

Life Drawing	5
Advanced Design	10
Advertising Layout	3
Water Color	5
Lettering	2

FOURTH YEAR

30 Major Problems in Commercial Art of 25 hrs. each



Fashion Illustration

This course offers an opportunity for the student to specialize in a specific branch of commercial art. The stylist is today offered a broad field illustrating and originating new modes for the stage, street and home. Every opportunity is offered the young student in this department for the originating and completion of wearing apparel and costumes for every occasion. From assigned research problems original sketches in line and color are prepared, based on historic costumes of various nations and centuries. From this research material modes of the present day are created.

The outline and subject matter of this course develops the senses of design and color for practical experience in creating original costumes for the stage as well as for general wear. A thorough and complete course in the theory and practice of color supplements the general subject matter included in the course, and proves invaluable when designing garments to be worn under artificial light. Students concentrating in Fashion Illustration are required to develop proficiency in the handling of Pastel, Water Color, Charcoal, Wash, Pen and Ink and Oil. During each course the student is given a play manuscript for the costuming of the characters named. The prescribed four year course leading to the diploma of the school is as follows:

FIRST YEAR

	<i>Hours Per Week</i>
Drawing	5
Costumed Figure	5
Life	5
Water Color	2
Design	2
Anatomy	1
Perspective	1
Color Theory	2
History of Art	1

SECOND YEAR

Perspective	2
Life Drawing	5
Fashion Design	5
Advanced Design	5
Fashion Composition	3
Water Color	3
Lettering	2

THIRD YEAR

Life Drawing	5
Fashion Illustration	10
Fashion Costumed Figure	5
Advanced Layout	3
Water Color	2

FOURTH YEAR

30 Major Problems of 25 hours each.	
No thesis problems required for graduation.	



Pictorial Illustration

Students interested in becoming professional story illustrators will find the course of instruction as offered most exacting and complete in detail. Each week during the school year, models are provided to permit the study of contour and the development of originality. When the weather permits, in early fall and spring, students are instructed out of doors on locations affording a wide choice of subject matter. A thorough knowledge of mediums required of graduating students are: Charcoal, Pen and Ink, Pastel, Conte Crayon, Pencil, Water Color and Oil Painting. In addition to gaining perfection in the handling of the well known illustrators' mediums, originality and development in technique and rendering is encouraged and demanded.

This course furnishes the student with a complete and broad understanding of the principles necessary to become successful in the field of Illustration. Concentration and emphasis is stressed in the teaching of drawing, painting and composition. Considerable time is devoted in drawing directly from the nude, draped and costumed model, suggesting situations and action suitable for story illustration. During the course students are given commissions to layout and execute as a part of their training, covers for popular magazines and periodicals.

The required course as approved for graduation is as follows:

FIRST YEAR

	<i>Hours Per Week</i>
Drawing	5
Life	5
Water Color	2
Anatomy	1
Perspective	2
Color Theory	1
Design	6
History of Art	1
Lettering	2

SECOND YEAR

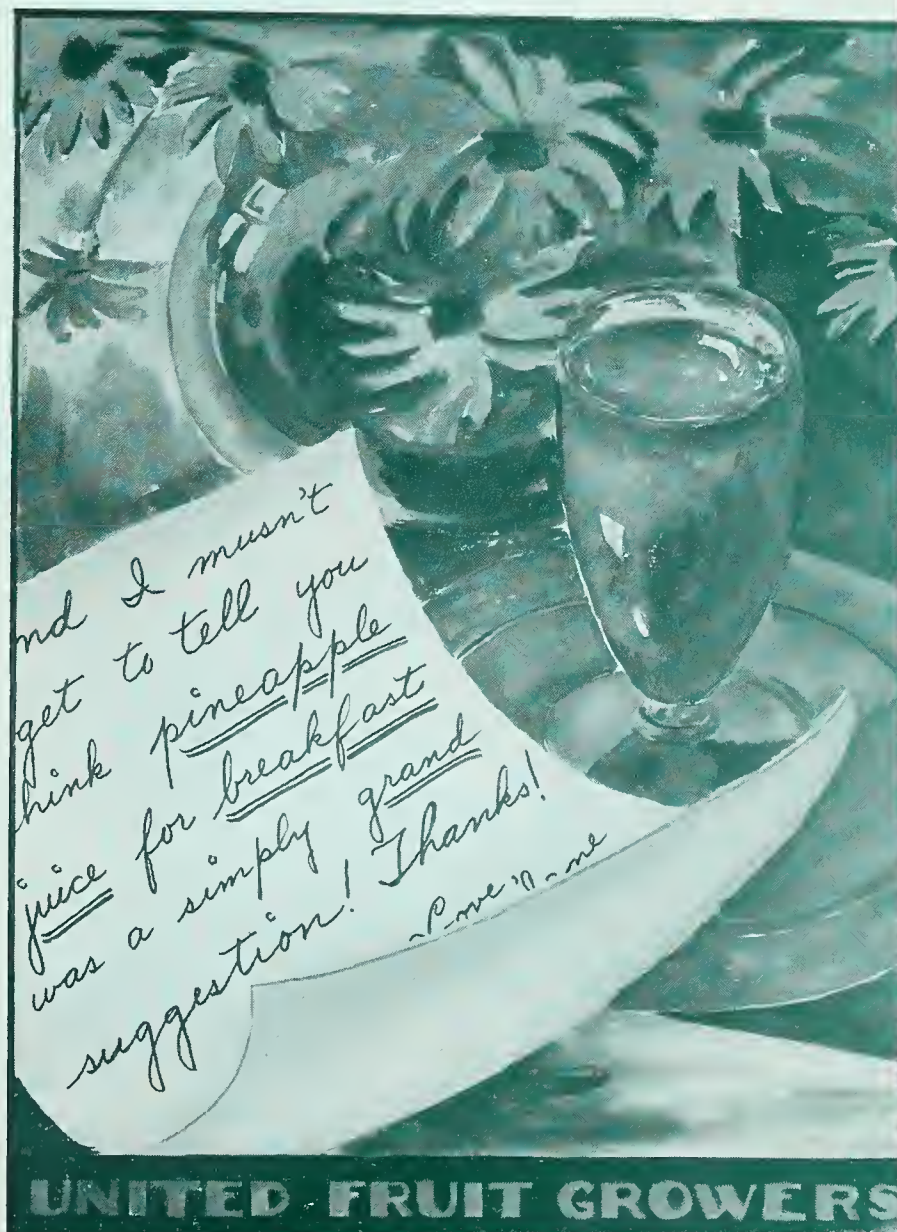
Life Drawing	5
Water Color	5
Costumed Figure	5
Oil Painting	10

THIRD YEAR

Life and Costumed Figure	5
Water Color	5
Advanced Design with Water Color	5
Pictorial Illustration . . .	10

FOURTH YEAR

30 Major Illustrations of 25 hours each.	
No thesis problems required for graduation.	



Industrial Design

The school offers an exceptional opportunity to the student desirous of entering any of the several branches of industry as a designer. The course has been carefully planned to include all subjects the graduate is apt to encounter in the profession, including design as applied to wallpaper, ceramics, textiles, lighting fixtures, glass, furniture and merchandising.

The four year course as planned and approved for students contemplating becoming candidates for the diploma of the school is as follows:

FIRST YEAR	
	<i>Hours Per Week</i>
Principles of Design . . .	9
Freehand Drawing . . .	5
Color	2
Lettering	3
Water Color	5
History of Art	1

SECOND YEAR	
Industrial Design . . .	10
Lighting Fixtures . . .	3
Furniture Design . . .	3
Lettering	2
Water Color	5
Costume and Accessories .	2

THIRD YEAR	
	<i>Hours Per Week</i>
Industrial Design . . .	10
Package Design . . .	5
Decorative Design . . .	3
Costume Accessories . .	2
Stained Glass Windows .	5

FOURTH YEAR	
30 Major Problems of 25 hours each.	
No thesis problems required for graduation.	



Architectural Course

Evenings Only

The course in architecture will be instructed by Mr. Nat C. Smith who will continue as a member of the faculty for the year 1935-1936. The course will include the study of the orders of architecture and their application, house planning, framing, and architectural rendering, general design and construction of buildings, and the rendering of full-size details. The outline will also include brick work design and construction.

Placement Bureau

Although it is impossible to guarantee positions for all graduates of the school, due to many causes, the Swain School of Design does maintain a department for the purpose of aiding students to secure lucrative positions as soon as they become competent in their respective fields of Art. No charge whatever is made for this service and all students upon graduation are entitled to the privileges of the bureau.

Sales Service Department

For the benefit of the students, a sales service will be maintained for the purpose of disposing of drawings and paintings which in the opinion of the management of the school are salable. Contacts will be made with advertisers and merchants who are in the market for advertising illustrations, and work will be solicited for students. Actual working assignments will be commissioned to students as a part of their scholastic duties, and to furnish them with practical experience. With the exception of a small percentage retained for the maintaining of this department, the full amount of the selling price will be paid to the student.



Saturday Classes for Children

Saturday mornings beginning October 26th

Hours 9.30 - 12.00 Noon

Several classes are maintained Saturday morning for children of various ages from eight to sixteen. (Students seventeen and over are classified as adults.) Every opportunity is provided for the development and expressing of original ideas in the various mediums associated with drawing and painting. A sound training is given in the classes to develop a love for creative expression in line, color and form. Parents are invited to visit the classes. Registration fee, \$4.00 per semester or \$10.00 per year.

Saturday Classes for Adults

Saturday mornings beginning October 26th

Hours 9.30 - 12.00 Noon

(Minimum age limit, 17 years)

The adult classes embrace practically all courses and subjects included in the catalog. Students have the opportunity to concentrate in a chosen department, course and medium. Particularly popular in the adult Saturday classes are: Oil, Water Color and Pastel Painting; Freehand Drawing; Commercial Art; Fashion Illustration; Posters and Lettering. Registration fee: Per semester, \$4.00 or \$10.00 per year if paid in one sum at the beginning of the school year.

Night School

Monday, Thursday and Friday, 7.30 to 9.30

(Students of High School Age and Adults)

The Night School offers every opportunity to men, women and young people who are employed during the day, or for other reasons are unable to attend the Day School. The Night School duplicates to a great extent the regular work of the Day School and does not omit any of the essentials required in the learning of drawing and painting. Students have the privilege of selecting their own subject matter and field of concentration. The instructors willingly arrange a program to meet the individual demands and requirements of students attending, for special instruction to assist them in their regular daily occupation. Registration fee: \$7.00 each semester; \$20.00 when paid in one amount at the beginning of School year.

Attendance

As "points of credit" are based on attendance together with scholastic ability, students whose total absence equals twenty-five per cent of the school year will automatically forfeit their credits, and the privilege to re-enter the following year as a second year student.

Continual absence or intermittent attendance will be considered sufficient cause for dismissal. Tardiness is recorded as an absence. Students whose absences equal one-fourth the total yearly attendance will receive no credit for the year's work.



School Registration and Fees

The regular school year is divided into three semesters—a fall semester of 11 weeks (September 30 to December 14, 1935), a winter semester of 10 weeks (January 6 to March 14, 1936), and a spring semester of 11 weeks (March 16 to May 29, 1936).

Registration fees may be paid in one sum, or if preferred, students may pay the fee in three installments. When applicants select to divide the payment of the registration fee into three parts, payment is due and payable in advance the first day of each semester. Students may enter at any time and are charged a registration fee from the first day of the semester then in session. **THREE SEMESTERS EQUAL ONE SCHOOL YEAR.**

	Semester	Year
All day (ten half days per week)	\$20.00	\$60.00
Half Day (five half days per week)	10.00	30.00
Night School (Monday, Thursday and Friday)	7.00	20.00
Saturday Children's Class (9.30 - 12 Noon)	4.00	10.00
Saturday Adults' Class (17 years and over)	4.00	10.00
Lockers (a charge of 35c is made for keys)		1.00

The advantage of the lower annual registration fees can be allowed only when the annual amount as specified is paid within the first month of the school year.

Note: Students who lose their locker keys will be charged fifty cents to cover the cost of a new key and changing the lock.

Models

To assist in the defraying of the expenses of models engaged in the Fine Arts department, students are assessed a \$3.00 model fee. This amount may be divided in three payments, payable at the beginning of each semester. Saturday morning students are exempt from the model assessment.

Individual lockers are provided with ample space for the accommodation of drawing material and supplies. A charge of thirty-five cents is made for the key.

Registration fees in whole or in part, are not returnable for any cause whatever.

The trustees reserve the right to drop or omit any course or branch of study if found advisable, or when the number registered is insufficient to warrant continuance.



School Calendar

Calendar for 1935-36

First semester September 30 to December 14
Second semester January 6 to March 14
Third semester March 16 to May 22

The school observes a few special holidays, announced during the year. Major holidays covering a period of one or more weeks occur at Christmas and Easter.

Social Activities

The Swain School Players is the one major group of students affording ample opportunity for making pleasant and lasting social contacts. During the year several plays are presented that have experienced successful professional production. New students are given the opportunity to take advantage of the many social activities sponsored by the Players.

Care of Personal Property

The School will not be responsible for students' materials or property. Students should mark all materials and property with their names, and should not use the property of others without first receiving the owner's consent. Individual lockers will be provided for the school year upon payment of \$1.00; Saturday morning classes, fifty cents. Drawings and paintings of students left in files during process of completion must not be handled or disturbed. Students disturbing or mutilating in any way the work of fellow students will immediately be censored.

Supplies

For the convenience of the students, a store is maintained for furnishing students with the necessary and recommended materials for the several departments. Prices are standard and the materials stocked are of the highest quality manufactured.

Gallery

The William W. Crapo gallery pictured on this page is one of the most attractive additions to the school. The building is the gift of the late William W. Crapo a former trustee of the School.



During the year travelling exhibitors provide ample opportunity for the students to enjoy on their own premises, the drawings and paintings of recognized and distinguished artists. In addition to the travelling exhibitions, the school welcomes and encourages exhibitions of local artists as well as the work of the students. Lectures and social gatherings are held in the lecture hall on the lower floor.

Day Schedule of Classes

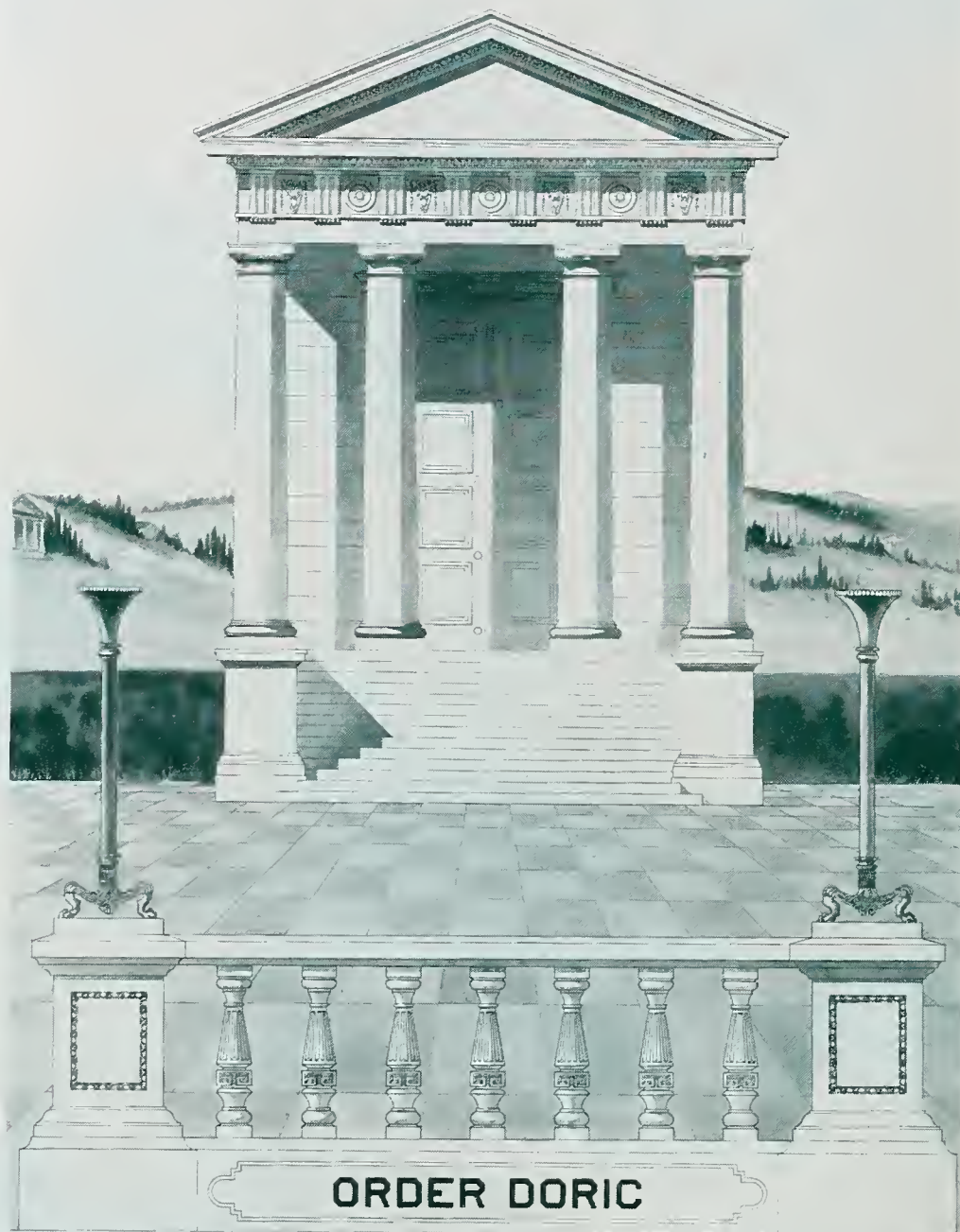
Prospective Full Time and Part Time Students will find the following schedule of Day and Evening subjects helpful in obtaining a complete prospectus of the broadness of the curriculum as offered by the Swain School of Design, and a distinct aid in the preparation of a well correlated program of study.

Subject	Time	Instructor
Life	Monday 9.00 A.M.-12.00 M., 1.30 P.M.- 3.30 P.M.	Mr. Knowles
History of Art	Monday 11.00 A.M.-12.00 M.	Mr. Knowles
Commercial Art	Monday 9.00 A.M.-12.00 M.	Mr. Porthouse
Lettering	Monday 1.30 P.M.- 3.30 P.M.	Mr. Porthouse
Cast	Tuesday 9.00 A.M.-10.00 A.M., 11.00 A.M.-12.00 M.	Mr. Gustafson
Lettering	Tuesday 10.00 A.M.-11.00 A.M.	Mr. Gustafson
Portrait	Tuesday 1.30 P.M.- 3.30 P.M.	Mr. Gustafson
Elementary Perspective	Tuesday 9.00 A.M.-10.00 A.M.	Mr. Porthouse
Portrait Illustration	Tuesday 10.00 A.M.-12.00 M.	Mr. Porthouse
Fashion Illustration	Tuesday 1.30 P.M.- 3.30 P.M.	Mr. Porthouse
Anatomy	Wednesday 9.00 A.M.-10.00 A.M.	Mr. Gustafson
Industrial Design	Wednesday 10.00 A.M.-12.00 M.	Mr. Gustafson
Water Color	Wednesday 1.30 P.M.- 3.30 P.M.	Mr. Gustafson
Advertising Layout	Wednesday 9.00 A.M.-12.00 M.	Mr. Porthouse
Pen and Ink	Wednesday 1.30 P.M.- 3.30 P.M.	Mr. Porthouse
Dynamic Design	Thursday 11.00 A.M.-12.00 M.	Mr. Knowles
Oil Painting and Freehand Drawing....	Thursday 9.00 A.M. 11.00 A.M., 1.30 P.M.- 3.30 P.M.	Mr. Knowles
Commercial Art	Thursday 9.00 A.M.-12.00 M.	Mr. Porthouse
Advanced Perspective	Thursday 10.00 A.M.-11.00 A.M.	Mr. Gustafson
Water Color and Cast.....	Thursday 9.00 A.M.-10.00 A.M.	Mr. Gustafson
Furniture and Lighting Fixture Design	Thursday 11.00 A.M.-12.00 M.	Mr. Gustafson
Costume and Accessories	Thursday 1.30 P.M.- 3.30 P.M.	Mr. Gustafson
Theory of Color	Thursday 2.30 P.M.- 3.00 P.M.	Mr. Currier
Color Laboratory	Thursday 1.30 P.M.- 3.30 P.M.	Mr. Porthouse
Oil Painting	Friday 9.30 A.M.-12.00 M., 1.30 P.M.- 3.30 P.M.	Mr. Knowles
Fashion Illustration	Friday 9.00 A.M.-12.00 M.	Mr. Porthouse
Package Design	Friday 1.30 P.M.- 3.30 P.M.	Mr. Porthouse
Principles of Design.....	Friday 9.00 A.M.-10.00 A.M.	Mr. Gustafson
Illustration	Friday 10.00 A.M.-12.00 M.	Mr. Gustafson
Pastel and Water Color.....	Friday 1.30 P.M.- 3.30 P.M.	Mr. Gustafson
Conference Hours...	Daily 10.00 A.M.-11.00 A.M., 2.00 P.M.- 3.00 P.M.	Mr. Currier
General Criticism..	First Tuesday of Each Month, 1.30 P.M.- 3.00 P.M.	Mr. Currier

(No student excused from the general monthly criticism)

Evening Schedule of Classes

Subject	Time	Instructor
Conference Hour (for personal criticism and interview).....	Monday 8.00 P.M.- 9.00 P.M.	Mr. Currier
Poster Design	Monday 7.30 P.M.- 8.30 P.M.	Mr. Porthouse
Lettering	Monday 8.30 P.M.- 9.30 P.M.	Mr. Porthouse
Life Drawing	Monday 7.30 P.M.- 9.30 P.M.	Mr. Knowles
Freehand Drawing and Decorative Design	Thursday 7.30 P.M.- 9.30 P.M.	Mr. Gustafson
Commercial Art	Thursday 7.30 P.M.- 8.30 P.M.	Mr. Porthouse
Principles of Perspective.....	Thursday 8.30 P.M.- 9.30 P.M.	Mr. Porthouse
Theory of Color	Thursday 7.30 P.M.- 8.00 P.M.	Mr. Currier
Oil Painting	Thursday 7.30 P.M.- 9.30 P.M.	Mr. Knowles
Anatomy	Friday 7.30 P.M.- 8.30 P.M.	Mr. Gustafson
Water Color and Design	Friday 8.30 P.M.- 9.30 P.M.	Mr. Gustafson
Commercial and Fashion Art.....	Friday 7.30 P.M.- 9.30 P.M.	Mr. Porthouse
Oil Painting	Friday 7.30 P.M.- 9.30 P.M.	Mr. Knowles
Architecture	Monday and Thursday 7.30 P.M.- 9.30 P.M.	Mr. Smith
Show Card	Monday and Friday 7.30 P.M.- 9.30 P.M.	Mr. Gardner



Architectural Problem Rendered by Evening Student

Form of Bequest

The Swain Free School is operating under a limited endowment established by the will of William W. Swain of New Bedford. To this endowment bequests have been added since its foundation. The School gives to its students, training in the Commercial Arts, such as will equip them to earn their living. It also offers opportunities for general study of the Fine Arts. Because of the limited size of its present endowment, the School is greatly in need of participation in its work by those who have the means and who appreciate the value of the School to its students. Citizens of this community and other communities will find in the Swain Free School an opportunity to further the continuance and development of a valuable work established by a generous and far-sighted citizen of New Bedford many years ago.

The following is suggested as a Form of Bequest:

"I give to the Trustees of the Swain Free School, an educational corporation duly organized under the laws of Massachusetts and having a usual place of business in New Bedford, Mass., the sum of \$....."



